

ORDER



Orders
Order / Rev: 719061
Alt Order #:
Product Desc: Miami Dade City Commission
Estimate: District 4
Flight Dates: 10/23/23 - 11/05/23
Original Date / Rev: 10/20/23 / 10/20/23
Order Type: GENERAL

WSBS
Primary AE: Laura Duque
Sales Office: MLOC
Sales Region: Local

Agency Name: PR Concepts Inc.
Buying Contact: Esteban Ferreiro
Billing Contact:
 14931 SW 70st
 Miami, FL 33193

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Manolo Reyes For Miami City Commis
Demographic: A35+
Product Codes: PL1 - Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-1

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:00:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/23	10/29/23	17	\$7,600.00	\$6,460.00
10/30/23	11/05/23	17	\$7,600.00	\$6,460.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	17	\$7,600.00	\$6,460.00	0.00
November 2023	17	\$7,600.00	\$6,460.00	0.00
Totals	34	\$15,200.00	\$12,920.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Duque	MLOC	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	22	10/23/23	11/03/23	5P-6P M-F Mega News 5pm	CM	5P-6P-MO-WED-F1-1-1-- (5:00 PM-6:00 PM)		:30	3	\$400.00	P-1	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	1-1-1--		3				\$400.00		0.00			
		Week: 10/30/23	11/05/23	1-1-1--		3				\$400.00		0.00			
N 2	22	10/23/23	11/03/23	7P-8P M-F Sevcec	CM	7P-8P-TU-TH (7:00 PM-8:00 PM)		:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	-1-1---		2				\$400.00		0.00			
		Week: 10/30/23	11/05/23	-1-1---		2				\$400.00		0.00			
N 3	22	10/23/23	11/03/23	8P-9P Ahora-O Haza	CM	8P-9P-MO-WED-F1-1-1-- (8:00 PM-9:00 PM)		:30	3	\$650.00	P-1	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	1-1-1--		3				\$650.00		0.00			
		Week: 10/30/23	11/05/23	1-1-1--		3				\$650.00		0.00			
N 4	22	10/23/23	11/03/23	9P-10P M-F Bayly	CM	9P-10P-TU-TH (9:00 PM-10:00 PM)		:30	2	\$600.00	P-1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	-1-1---		2				\$600.00		0.00			

Order / Rev: 719061
 Alt Order #:
 Flight Dates: 10/23/23 - 11/05/23

Advertiser: Manolo Reyes For Miami City Commissi
 Product Desc: Miami Dade City Commission
 Estimate: District 4
WSBS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-1-1---		2				\$600.00		0.00			
Week:		10/30/23	11/05/23	-1-1---		2				\$600.00		0.00			
N 5	22	10/23/23	11/03/23	11P-1130P M-F Mega News 11pm	CM	11P-11:30P-MO-W1 (11:00 PM-11:30 PM)	-1-1--	:30	3	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	1-1-1--		3				\$350.00		0.00			
Week:		10/30/23	11/05/23	1-1-1--		3				\$350.00		0.00			
N 6	22	10/28/23	11/05/23	8p-10p Sat. Hoy Con Tomas Regalado	CM	8P-10P-Saturdays (8:00 PM-10:00 PM)	-----2-	:30	2	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----2-		2				\$350.00		0.00			
Week:		10/30/23	11/05/23	-----2-		2				\$350.00		0.00			
N 7	22	10/29/23	11/05/23	8P-9P Sun Hoy Con Tomas Regalado	CM	8P-9P-Sundays (8:00 PM-9:00 PM)	-----2	:30	2	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----2		2				\$350.00		0.00			
Week:		10/30/23	11/05/23	-----2		2				\$350.00		0.00			
													Totals	34	\$15,200.00

CONTRACT



WSBS
7007 NW 77th Avenue
Miami, FL 33166
(305)644-4800

www.spanishbroadcasting.com

And:

PR Concepts Inc.
Attention: Esteban Ferreiro
14931 SW 70st
Miami, FL 33193

<u>Contract / Revision</u> 719061 /		<u>Alt Order #</u>
<u>Advertiser</u> Manolo Reyes For Miami City Commission Di		<u>Original Date / Revision</u> 10/20/23 / 10/20/23
<u>Contract Dates</u> 10/23/23 - 11/05/23	<u>Estimate #</u> District 4	
<u>Product</u> Miami Dade City Commission		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSBS	<u>Account Executive</u> Laura Duque	<u>Sales Office</u> WSBS Local Sa
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	22	10/23/23	11/03/23	Mega News 5pm	5P-6P-MO-WED-FI		:30			NM	6	\$2,400.00
		Mwega New 5pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/23	10/29/23	1-1-1--	3	\$400.00						
Week:		10/30/23	11/05/23	1-1-1--	3	\$400.00						
N 2	22	10/23/23	11/03/23	Sevcec	7P-8P-TU-TH		:30			NM	4	\$1,600.00
		Sevcec										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/23	10/29/23	-1-1---	2	\$400.00						
Week:		10/30/23	11/05/23	-1-1---	2	\$400.00						
N 3	22	10/23/23	11/03/23	Ahora-O Haza	8P-9P-MO-WED-FI		:30			NM	6	\$3,900.00
		Ahora-O Haza										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/23	10/29/23	1-1-1--	3	\$650.00						
Week:		10/30/23	11/05/23	1-1-1--	3	\$650.00						
N 4	22	10/23/23	11/03/23	Bayly	9P-10P-TU-TH		:30			NM	4	\$2,400.00
		Bayly										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/23	10/29/23	-1-1---	2	\$600.00						
Week:		10/30/23	11/05/23	-1-1---	2	\$600.00						
N 5	22	10/23/23	11/03/23	Mega News 11pm	11P-11:30P-MO-W		:30			NM	6	\$2,100.00
		Mega News 11pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/23	10/29/23	1-1-1--	3	\$350.00						
Week:		10/30/23	11/05/23	1-1-1--	3	\$350.00						
N 6	22	10/28/23	11/05/23	Hoy Con Tomas Regalado	8P-10P-Saturdays		:30			NM	4	\$1,400.00
		Hoy Con Tomad Regalado										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						

(* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND CONDITIONS: Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to Station the amount of any bills rendered by Station within the time specified and until payment in full is received by Station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at www.spanishbroadcasting.com/termsandconditionsAO.html, and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

This Media Provider/Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.



WSBS
 7007 NW 77th Avenue
 Miami, FL 33166
 (305)644-4800

www.spanishbroadcasting.com

<u>Contract / Revision</u> 719061 /	<u>Alt Order #</u>
--	--------------------

<u>Advertiser</u> Manolo Reyes For Miami City Commission Di	<u>Original Date / Revision</u> 10/20/23 / 10/20/23
--	--

<u>Contract Dates</u> 10/23/23 - 11/05/23	<u>Product</u> Miami Dade City Commis	<u>Estimate #</u> District 4
--	--	---------------------------------

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----2-				2	\$350.00			
Week:		10/30/23	11/05/23	-----2-				2	\$350.00			
N 7	22	10/29/23	11/05/23	Hoy Con Tomas Regalado	8P-9P-Sundays		:30			NM	4	\$1,400.00
Hoy Con Tomas Regalado												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----2				2	\$350.00			
Week:		10/30/23	11/05/23	-----2				2	\$350.00			
Totals											34	\$15,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 - 10/29/23	17	\$7,600.00	(\$1,140.00)	\$6,460.00
10/30/23 - 11/05/23	17	\$7,600.00	(\$1,140.00)	\$6,460.00
Totals	34	\$15,200.00	(\$2,280.00)	\$12,920.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND CONDITIONS: Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to Station the amount of any bills rendered by Station within the time specified and until payment in full is received by Station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at www.spanishbroadcasting.com/termsandconditionsAO.html, and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

This Media Provider/Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

PR Concepts, Inc.

14931 SW 70th Street, Miami FL 33193

(305) 401-1002

INSERTION ORDER

CLIENT: Manolo Reyes for Miami City Commission Dist 4
 ADDRESS: 14931 SW 70th Street, Miami FL 33193
 PRODUCT: Political
 START DATE: 10/23/23
 REVISION: None
 MARKET: Miami-Dade
 Acct. Desc.:

DATE: 10/20/23
 PHONE: 305-401-1002
 MEDIA: MEGA TV
 END DATE: 11/3/23
 LENGTH: 30 sec.
 CONTRACT:

PROGRAM	TIME	MON	TUE	WED	THU	FRI	SAT	SUN	Number of Spots		RATE	TOTAL
MEGA NEWS 5pm	M-F 5:00pm-6:00pm	1	0	1	0	1	0	0	3	Pre-emptible	\$400	\$1,200
CARLUCHO EN FAMILIA	M-F 6:00pm-7:00pm	0	0	0	0	0	0	0	0	Pre-emptible	\$250	\$0
SEVCEC	M-F 7:00pm-8:00pm	0	1	0	1	0	0	0	2	Pre-emptible	\$400	\$800
AHORA-O HAZA	M-F 8:00pm-9:00pm	1	0	1	0	1	0	0	3	Pre-emptible	\$650	\$1,950
BAYLYS	M-F 9:00pm-10:00pm	0	1	0	1	0	0	0	2	Pre-emptible	\$600	\$1,200
LOS IMPLICADOS	M-F 10:00pm-10:30pm	0	0	0	0	0	0	0	0	Pre-emptible	\$400	\$0
MEGA NEWS 11pm	M-F 10:30pm-11:00pm	1	0	1	0	1	0	0	3	Pre-emptible	\$350	\$1,050
HOY CON TOMAS REGALADO	SATURDAY 8pm-10pm	0	0	0	0	0	2	0	2	Pre-emptible	\$350	\$700
HOY CON TOMAS REGALADO	SUNDAY 8pm-9pm	0	0	0	0	0	0	2	2	Pre-emptible	\$350	\$700
Weekly spots											Weekly Cost	\$7,600
TOTAL CAMPAIGN SPOTS	2 Weeks	17									TOTAL CAMPAIGN COST	\$15,200

Approved:



 Esteban Steven Ferrero
 PR Concepts, Inc.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Esteban (Steven) Ferreiro, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Manolo Reyes

Authorized committee:

Manolo Reyes Campaign

Agency requesting time (and contact information):

N/A PR Concepts, LLC

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

City of Miami Commissioner Dist. 4

Date of election:

Nov. 7th, 2023

General

Primary

Treasurer of candidate's authorized committee:

Carlos M. Trueba 305-529-5440

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:



Signature:

Laura Duque

Digitally signed by Laura Duque
DN: cn=Laura Duque, o, ou,
email=lduque@mega.tv, c=US
Date: 2023.10.20 11:47:32 -04'00'

Name: Esteban Ferreiro

Name: Laura Duque

Date of Request to Purchase Ad Time: 10/2/2023

Date of Station Agreement to Sell Time: 10/20/23

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 10/20/23

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
 Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
 Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 719061	Station Call Letters: WSBS	Date Received/Requested: 10/20/23
Est. #:	Station Location: 7007 NW 77ave, Miami Fl	Run Start and End Dates: 10/23-11/5

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.